

AMUSEMENTS

GRAND.

Starting Monday evening, December 27th, at the Grand Opera House, Cincinnati, Cohan and Harris will present their greatest success, "It Pays to Advertise," as the special New Year's week offering, with popular priced matinees Wednesday and New Year's Day.

Plays that promote laughter are much more in demand than the somber sort nowadays, and the amusement field has never known a more pronounced hit than "It Pays to Advertise," the farce that ran at the George M. Cohan Theater in New York for fifty-two consecutive weeks and six solid months in Chicago. "It Pays to Advertise" is a business play, therefore appeals strongly to men. But the plot is also sufficiently romantic to win the most enthusiastic appreciation from the feminine portion of an audience. The force is the joint work of Roi Cooper Megrue and Walter Hackett, who have brought forth one of the most laughable plays presented in many years. Some critics say the "Greatest American farce ever written." It tells the story of Rodney Martin, a rich man's son, who has been the despair of his father because of his disinclination to go to work; he is persuaded—through love for his father's stenographer—to go into business, after his father has disinherited him. Rodney's father is a "Soap King." The son decided to go into the same business and adopts a strenuous advertising campaign to attract the attention of buyers. Father does not believe in sensational advertising and tries to dissuade his son, the only result being to make the boy plunge more heavily into the advertising game, preaching and practicing the modern gospel of Printers' Ink, the most potent power in promoting prosperity that the world has ever known.

This, in brief, is the story of the play, the complete plot of which it would be quite impossible to give in a way that would adequately express its intensely humorous situations and laugh-compelling moments. It is sufficient to say that the young man wins his great fight and the girl of his choice also; that his father is brought to believe that it does pay to advertise, that advertising is the very life blood of business. "It Pays to Advertise" is one of those plays that can't be told about in cold type. It must be seen to be appreciated, and that it has been appreciated is vouched for by the year's run in New York, and six months' stay in Chicago. The mere announcement of the play date should be sufficient to pack the playhouse at every performance. You can not afford to miss seeing "It Pays to Advertise." The superb cast, personally selected by George M. Cohan, includes Edna Baker, Dorothy Foster, Marjorie Poir, Carol Warren, Richard Sterling, John Butler, William Holden, Spencer Charters, Harry Maitland, Edward McQuade, Bernard Thornton, George Stillwell, and others.

LYRIC.

A holiday treat of real London Gaiety musical comedy, interpreted by an All-English cast of players and a genuine Beauty Chorus of London Gaiety Girls—fifty in all of these stunning creatures—will be given Cincinnati playgoers at the Lyric Theater on Christmas Day and throughout the week, ending with New Year's night, when "Tonight's the Night" will be the gala event. This is the last of all the famous London Gaiety Theater productions to receive the finishing touches of the master hand of the late George Edwardes, whose recent death will undoubtedly end the reign of this particular and most typical kind of English musical comedy. For many years the London Gaiety has been synonymous with all that is dainty and elegant and refined, and those ideals have inspired all its multitude of successes.

"Tonight's the Night" has delighted audiences on both sides of the Atlantic. The piece took New York by storm a couple of seasons ago, and has since delighted both Boston and Chicago. It is almost direct from the Illinois Theater in Chicago that the company is now coming to this city, and the high promise which it holds forth can be guaranteed from the very names of its artists. These comprise, among others, such favorites as Laddie Cliff, Renee Parker, Audrey Maple, Cyril Chadwick, Wilfred Seagram, Phyllis Maude, Dorothy Maynard, Alice Gordon, Frank Pollak, Alfred Hemming, Phillip Travers, Edward Naimby and Caryl Clovelly, all of them noted in their various lines. Laddie Cliff has ample opportunity not only for his juvenile comedy, but also for his world-renowned eccentric dancing in the chief laugh-provoking part of the play, while all have enjoyable characterizations, from the intriguing sweethearts of Renee Parker and Audrey Maple, to the mischievous maid-servant of Miss Maynard and the Piccadilly actress of Phyllis Maude. The "Pink Dominoes" plot concerns the testing of two lovers, and the fun occurs at a masque ball at Covent Garden—the Royal Opera House. The four scenes shift from a country house on the Thames to Covent Garden Market, and from the Bohemian flat of an actress to the foyer of the Royal Opera. The music is by that most popular of all modern English writers of light melody, Paul A. Rubens, who is said to have excelled even his previous hits of "The Sunshine Girl" and "The Girl from Utah" in the score of "Tonight's the Night." Everybody will be eager for this inspiring entertainment.

THE EMPRESS.

New Year's week at the Empress Theatre will be a veritable banquet of the highest quality vaudeville, with novel, brilliant, laugh-producing melodic, thrilling, harmonious and surprisingly enjoyable acts. Yet, true to its policy of being "the people's theatre"—a theatre of and for the great amusement-loving people, at popular "comfortable" prices—will not increase its prices for New Year's Day, though the seats for all three shows will be reserved.

"Ye Olde Tyme Song Review," a classy singing novelty, presented by a group of five talented soloists, will be the principal attraction on the exceptional bill. It is a gorgeously beautiful act of class and charm. The company appears in the costumes of the 1860 period, who sing melodies of the old time and present popularity. Individually they are good singers, and their ensemble harmony is perfect. The settings, showing the old colonial home and garden, are tasteful and enhance the very pretty stage picture that the company makes. Any one who likes good singing, with a snap and go-to-it, will find "Ye Olde Tyme Song Review" an enhancing feature.

"The War Child," a new kind of war story, will be another strong attraction on the bill. Its lines combine the struggle of nations and human hearts in a powerful stage picture. The sketch, declared to be the peer of any similar sketch on the vaudeville stage, will be presented by Ann Hamilton and company.

The rest of the bill cleverly combines the comedy element with melody. Mills and Lockwood, who are real rollicking rural "rubes," are a rich mine of rustic fun. Handers and Mills promise the humor hit of the year. Edith Mote, indications are, will prove irresistible in song novelettes. The DeKock Four will add thrill to the big holiday bill, for they are human catapults and have some very original exploits.

OLYMPIC.

Henry P. Dixon's Big Revue of 1916 is to be the attraction at the Olympic Theater next week, commencing with the usual Sunday matinee. One of the especially advertised features of the show is an exceptionally attractive chorus, strikingly costumed, tuneful music and original bits of comedy. There are, it is said, any number of catchy songs, together with tuneful music and original bits of comedy in the burlesque which is in two acts and boasts of possessing a real plot and situations that are typically new and unique. Henry (Dutch) Ward, Claire Devine, Harry Le Van and Hattie Raymond are the stars of the organization. The Olympic will give an extra performance on New Year's Eve—a midnight show.

FOOD EXPORTS DOUBLED.

Washington, D. C.—The quantity of foodstuffs sent by the United States to feed the rest of the world during the first ten months of this year was more than double that in the same period of 1914. Statistics of the Department of Commerce show the value of foodstuffs exported during the ten months was almost \$679,000,000, compared with \$318,000,000 last year. The total of wheat, corn and oats was 310,000,000 bushels; 12,448,000 barrels of flour and 420,000 pounds of bacon.

44-HOUR WEEK FOR WIRE MEN

Boston, Mass.—The 44-hour week and new wage scales for employees of the New England Telephone Company were considered at the annual conference of the New England District Council of the Brotherhood of Electrical Workers. Delegates reported that trade union sentiment was stronger than ever among workers in this calling.

VILLAGES NOT FORCED TO BUY

Columbus, O.—The State Supreme Court has ruled that the new State constitution has nullified an old statute that made it compulsory for villages to first offer to buy the plant of any private corporation before it could establish a municipal plant of the same character. The decision means that villages can now enter into competition with these plants.

ADOPT NEW WAGE SCALE.

Boston, Mass.—By a unanimous vote the Boston Telephone Operators' Union has rejected the company's new wage proposal on the ground that older members are discriminated against. The schedule, as adopted, calls for a wage of \$5 for a student in school, \$6 on assignment as operator, \$6.50 at end of three months, \$7 at end of six months, \$8 at end of nine months, \$8.50 at end of one year, \$9.50 at one and one-half years, \$10 for two years, \$10.50 for two and one-half years, \$11 for three years, \$12 for four years, \$13 for five years, \$14 for six years, and for seven years, \$15.

For the senior operator the scale adds \$1 more a week than the wage paid a regular operator of the same rating. The scale for supervisors calls for \$16.50 to \$18, instead of the company offer of \$13.50 to \$15 a week.

The assistant chief operators now receive from \$13.50 to \$18 a week, with the company increase calling for \$13.50 to \$18. The union scale will call for \$18 to \$21 a week for assistant chief operators.

UNIONISTS CALL ON PRESIDENT

Washington.—Secretary of Labor Wilson, together with President Gompers and Secretary Morrison of the A. F. of L., and President Furuseth of the International Seamen's Union, called on President Wilson last Wednesday and presented the chief executive with a framed series of pictures emblematic of the seamen's successful fight for freedom and which was prepared by the seamen's union. A copy has also been presented the American Federation of Labor.

The visiting trade union officials suggested to President Wilson that he include members of organized labor on commissions intended to inquire into questions affecting the people's welfare. The President thanked the unionists for this suggestion.

AND MAINE IS DRY, TOO.

Oldtown, Me.—An excited citizen thought he saw a big blaze in the direction of Main University and pulled a fire alarm. Firemen discovered the "fire" was the sun rising.



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TIMBER PROSPECTS BRIGHT.

Seattle, Wash.—Secretary-Treasurer Reid, of the International Union of Timber Workers, in urging these workers to greater organizing activity, has this to say in the monthly bulletin of that organization:

"The reports which have been issued by the Pacific Coast lumber and single interests within the past ten days are the most optimistic that have been sent out during the last several years. A canvass of the large concerns bring for their unanimous opinion that the timber industry is on the eve of a boom unparalleled in its history. Lumber prices have been advanced \$1 to \$3 within the past sixty days while another increase in the prices of red cedar shingles was noted last week. The manufacturers claim to now have complete control of the markets, which heretofore have been dominated by the brokers and retailers. Mills that have been idle for one or more years are resuming operations; others are beginning to operate two shifts. There is no surplus stock at the mills and very little in transit. Last month heavy shipments of red cedar shingles were made to Australia and the Hawaiian Islands. The log supply is light; in fact, a shortage is threatened. "Lumber prices in the southeastern States have also advanced."

STRIKERS MAY PICKET.

Wheeling, W. Va.—Packers in this city called on Circuit Court Judge Hervey to issue an injunction against striking butchers. The Court, however, believes these workers have rights and toned down the injunction so that it permits pickets to tell their story in a peaceful manner. The butchers are asking for wage increases.

San Jose—Because the Superior Court has decided that peaceful picketing is legal, striking cooks and waiters have signed agreements with several employers who have abandoned the fight against them. The Court cited numerous decisions by the State Supreme Court to support its opinion.

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